

## ORDER



**Orders**  
**Order / Rev:** 56429  
**Alt Order #:** 9818695 /Brad  
**Product Desc:** Tom Smith 4 Senate  
**Estimate:** 273  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/14/12 / 09/14/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Smith/R/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	41	\$13,365.00	\$11,360.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$13,365.00	\$11,360.25	0.00
<b>Totals</b>	<b>41</b>	<b>\$13,365.00</b>	<b>\$11,360.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	20%	\$13,365.00
Market	100%	\$66,825.00

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	48%	\$32,076.00
WHTM	17%	\$11,360.25
WLYH	0%	\$0.00
WPMT	15%	\$10,023.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/18/12	09/24/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
N 2	WHP	09/18/12	09/24/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
N 3	WHP	09/18/12	09/24/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
N 4	WHP	09/18/12	09/24/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N 5	WHP	09/18/12	09/24/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
N 6	WHP	09/18/12	09/24/12		CM	7p-730p	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00

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Product Desc: Tom Smith 4 Senate  
Estimate: 273

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p M-F 7p-730p											
N 7	WHP	09/18/12	09/24/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
N 8	WHP	09/18/12	09/24/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
N 9	WHP	09/18/12	09/24/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 10	WHP	09/18/12	09/24/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
N 11	WHP	09/18/12	09/24/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N 12	WHP	09/18/12	09/24/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
N 13	WHP	09/18/12	09/24/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 14	WHP	09/18/12	09/24/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 15	WHP	09/18/12	09/24/12	Wed Spec Wed Special	CM	9:30 PM-11:00 PM (9:30 PM-11:00 PM)	--W----	:30	1	\$1,550.00	P-3	0.00	NM	1	\$1,550.00
N 16	WHP	09/18/12	09/24/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
N 17	WHP	09/18/12	09/24/12	NFL RS Game Steelers NFL RS Game Steelers	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
N 18	WHP	09/18/12	09/24/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
N 19	WHP	09/18/12	09/24/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
N 20	WHP	09/18/12	09/24/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
N 21	WHP	09/18/12	09/24/12	NFL RS Pre Game NFL RS Pre Game	CM	12p-1p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
N 22	WHP	09/18/12	09/24/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
													Totals	41	\$13,365.00